

## IT'S A FAR CRY FROM VERDUN TO RIVERDALE



Here are White trucks in both war and peace service. In the upper picture are shown French troops in a bombarded section of Verdun getting supplies from White trucks. In the lower picture is shown the most modern way of transporting city boys to a country school. This bus runs every morning from Gramercy Park to Riverdale and returns in the evening.



## BIG REO SHIPMENT FOR DECORATION DAY

Lansing Company Prepares for Prospects Who Want to Begin Touring in New Car.

"There's only one way to account for the tremendous demand for sixes, and especially Reos, this season," says R. C. Rueschaw, sales manager of the Reo Motor Car Company, "and that is that Mr. Average Buyer is, from past experience, extra cautious about the car in which he and his family expect to tour this season."

With the actual opening of the touring season—and we always look upon Decoration Day as the opening day—people appear to have stopped looking for novelties and gotten down to brass tacks in the selection of touring cars. We thought the demand of the last two months could never be surpassed, but with the approach of Decoration Day some floods of telegrams from dealers everywhere beseeching us for more cars and especially for sixes.

Chicago and New York, the two big centers, are usually apathetic at this season. Perhaps I should not say "apathetic," but simply normal. There is not so much fluctuation in these two large centers as there is in smaller places and in the rural districts where, so much depends upon road conditions, farming operations, etc. This year, however, the same impulse seemed to strike the two big villages at the same time, and by rare coincidence I received, on the same day, telegrams from our New York and our Chicago distributors each asking for "a trainload of sixes" to be turned out as soon as possible.

"Waddaya mean—trainload?" I asked testily, while trying to catch my breath. Of course a trainload might be anything that one locomotive or four locomotives could draw. We finally compromised on many cars as I felt we could in fairness to our other dealers let those two centers have, and we hope to satisfy, at least in part, the big Decoration Day demand.

It is to motorists that Easter is to the dealer—the motorist who cannot appear on that day with a spark and span, brand new car doesn't feel as if he's in it. In that regard he's like the mimic, who feels that's just his lot, if he can't appear in the Easter parade in his new bonnet.

There's a good deal of logic back of the automobile deal of it, however, because most buyers nowadays are people who have owned and driven cars before, and with excellent judgment they generally use the old boat through the winter and until the roads get good in the spring. Then they sell it, trade it in or keep it for a second best, and buy a new one for the touring season. At this time more than any other we find the qualities for which Reo stands—sturdiness and reliability—are the most appreciated. Few motorists desire excessive speed and more of them value "staying qualities" rather than "quick getaways." At least that's the experience and the tremendous demand for Reo sixes this year is evidence to my mind that buyers are more than cautious and less prone to take chances in their selection of automobiles. "One thing is certain; there'll be more

touring this year than ever before. People can't go to Europe, and while a few may go to Alaska, seems to me most of them will stay in the States, and, naturally, touring will be the real thing this year. We have wonderful hills and roads and scenery—wonderful national parks and places of interest that would take not one year but a lifetime to see. I think Americans will make a virtue of necessity this year and tour their own country. And once they have gotten the habit they're bound to continue it.

"This year's demand seems to be for roominess in the car, more perhaps than for any other quality, save that of dependability. I know that when I go for a trip I want to take along a lot of things. I take the gun, while the dog, in case I happen to pass a shady pool or piece of rapid water that looks likely others are partial to the golf sticks and golf bags. To the gun, while the dog, in case I happen to pass a shady pool or piece of rapid water that looks likely others are partial to the golf sticks and golf bags. To the gun, while the dog, in case I happen to pass a shady pool or piece of rapid water that looks likely others are partial to the golf sticks and golf bags.

## RIGHT FACTORS IN EMPIRES.

Trenton Company Has Developed All Season Tire.

An all season tire, a tire suited to the weather conditions of every month in the year, is what the Empire Rubber and Tire Company has developed for the comfort, safety and economy of motoring.

Such a tire is naturally only the product of the right factors. It had to be made scientifically of the right materials, properly cured. It had to have the capacity of resisting heat. All this the Empire company has been able to achieve in its famous and reliable Empire Red has a unique capacity that carries its performance through all seasons and makes it imperative that it should ride well under all conditions. "Curing red" rather according to the Empire method eliminates the free sulphur, and thereby lessens friction and the probability of premature deterioration, cracks, breaks and blowouts. There is always the possibility of heating a tire when a machine is run at a high speed. It is an admitted fact that this heating is bad for the tire since it leads to an overulcerization, and makes the tire hard and brittle. This danger is less in the Empire, thus preventing a big advantage in the touring season, when a car is often likely to be driven at high speed.

## WITH A VIM TO THE RESCUE.

Proving Its Nameplate Is No Misnomer.

A hurry call came from a Broadway the shop a few days ago from somewhere in the Washington Heights section. "Pete had dealt a body blow late the night before, when a son and heir had succeeded in knocking out two tires. Perhaps he had expected too much, and, although all that 'purple canopy of night' stuff was supposed to have been in evidence, however that may be, an S.O.S. was sent in for some new tires, with the clause 'See company on the other end of the wire.' Now it happens that the Globe's headquarters are a long way from the Heights of Washington and the salesman who was listening to the plea for haste was trying to stall on any promise of delivery before noon. At that moment Manager Bogardus passed and overheard the salesman straining his diplomatic vocabulary. A regular 'moxie' inspiration struck the manager. Before the day closed a vim delivery car, waiting to demonstrate its ability, left the shop. "I thought," thought Mr. Bogardus, and, turning to the salesman, he said aloud, "I'll bet the tires will be delivered within an hour."

They were. They were delivered in exactly forty-three minutes, and Mr. Bogardus stopped bargaining with make-shift delivery plans that involved a business body on a pleasure chassis, for the vim proved itself, and is now a very active member of the tire organization.

## MORE STUDEBAKERS DUE.

Manager Bump Expects to Meet Lunsford Demand.

M. R. Bump, head of the local Studebaker branch, returned from Trenton on Thursday morning from a three-day trip. He went out primarily to inquire as to the possibilities of meeting the New York demand for more Studebakers. "Of course," said Mr. Bump, "the demand has been exceeding the supply for some time past. It is 100 per cent greater this spring than last spring—yet last spring was 125 per cent greater than the year before. Yet despite constantly increasing production, deliveries are fairly difficult to obtain, mainly, I suppose, because there seems to be absolutely no abatement of the demand for Studebakers."

## GOODYEAR NOW HAS NEW KITE BALLOON

Tests It in Novel Way With Aid of Auto Before Army and Navy Officers.

A most unusual use for an automobile was found by the Goodyear Tire and Rubber Company last week. The occasion was the final test of a perfected type of "kite" or "captive" balloon which Goodyear has been building. Kite balloons of the type built by Goodyear have been developed by foreign governments for use in making military observations and are being used extensively by all the belligerents in the present war. The name "kite" balloon refers to the method of rigging, which is similar to that of a boy's kite. The balloon is let up into the air at the end of a wire cable and held at any height desired. In the Goodyear test last week this wire cable was passed over a drum, and power transmitted to the drum from the rear wheel of the automobile, allowing the balloon to be raised and lowered as desired.

These "kite balloons" are used primarily for spotting artillery fire and for general observation. They have been called the "eyes" of the army and navy. Their general purpose is to keep a watch on the whole fighting front. This is true both at sea and on land.

The Goodyear kite balloon as now developed operates under practically any weather conditions, and will not pitch, roll or yaw even in a stiff gale. Goodyear officials are highly pleased with the splendid results of last week's test, which was conducted under the observation of representatives from two foreign governments and one each from the United States Army and the United States Navy. The balloon is 81 feet in length, while its largest diameter is 22 feet. Hydrogen gas is used in inflating the big sausage-shaped bag. By a simplified process of generation the gas may be obtained whenever desired through the use of a hydrogen generator.

Goodyear was the first of the great rubber companies to become interested in aeronautics, just as it pioneered many of the tire improvements which have helped to popularize the motor car and usher in the era of the motor driver.

## GOODRICH GIVES \$10,000.

To Go to Three Leading Race Drivers.

Although Goodrich Silverstone twin cable cord tires are already the accepted tire of the racing driver, and are bought and paid for in every case, a generous recognition of the selection by outright purchase by drivers of racing cars of the Silverstone twin cable cord tire for use in contests under no influence of money consideration for so doing has just been announced by the B. F. Goodrich Company.

The American Automobile Association, the official association of car owners of this country, has prepared rules to govern the determination of the actual champion of the season of 1916 and will be the sole arbitrator regarding such award.

The Silverstone cord tire is universally recognized as the type of construction insuring wonderful results in speed, control and is almost universally used by racing drivers. There is no reason why the Goodrich Company should extend any award for the purpose of inducing the use of the Silverstone twin cable cord tire, and it does not, but gives outright, without a string tied to it, of any kind whatsoever, \$10,000 divided between the authoritative determined champion, the second and third in order, quite irrespective of the make or kind of tire that may be used by said winners.

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## MODERN MOTORS GIVE VERY LITTLE TROUBLE

One Does Not Have to Be a Technical Expert to Be a Satisfied Owner.

The average car owner of to-day has so little trouble with his motor that many drivers never even investigate that part of the mechanism which lies under the hood.

"I'll wager," said John N. Willys, president of the Willys-Overland Company while discussing the subject at the Toledo factory several days ago, "that the majority of people who own and drive cars cannot give a clear explanation of the meaning of transmission, differential or any one of the fifty other semi-technical terms I might mention connected with the mechanical construction of an automobile."

"While this is true in the majority of cases it does not follow that car owners are unappreciative of the many improvements that have been made."

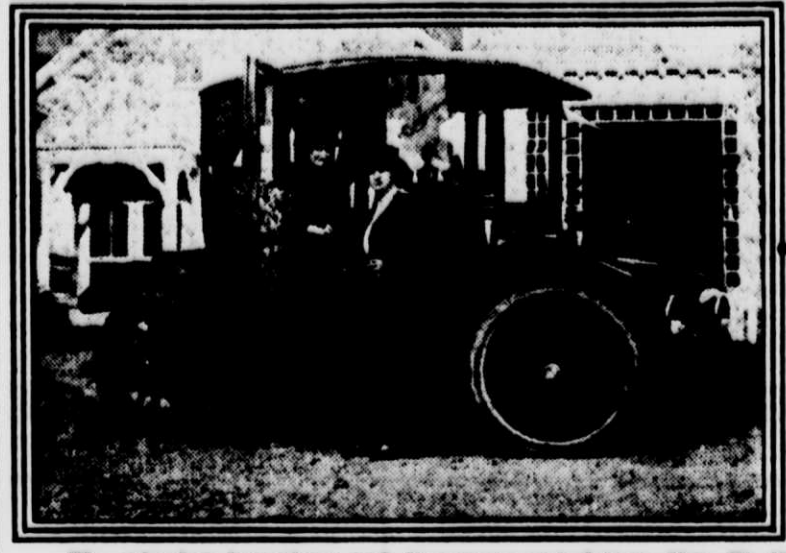
"In the early days of the industry a man had to be an expert mechanic before he would venture far in his car. To-day not only the head of the family but his wife and children are as much at home at the wheel of a motor car as in a Pullman."

"The first things which attract a prospective car buyer are price and general appearance. These being satisfactory he asks for a demonstration to find out if it is smooth running and comfortable to ride in. Then he takes the wheel and is surprised to learn how simple and easy it is to drive. Soon he has complete confidence in himself and becomes a confirmed motorist."

"Our smallest Overland, Model 75, is a good example of the type of car that is adding thousands to the ranks of motorists. Its price is within the reach of all. In appearance it compares favorably with cars selling at a much higher price. Although it is smaller than our other models it affords ample room for five passengers."

"Its mechanical construction too is so perfect that the inner workings need no perfect to any driver, no matter how unmechanical he or she may be."

## Baker Electric Wins Sociability Run



The winning brougham and its owner and driver, Mrs. W. H. Jacobus, with her daughter and a friend, are shown here.

With forty-two cars competing the sociability run and secret time contest for electric pleasure automobiles, held under the auspices of the New York Electric Vehicle Association on May 19, was pronounced by all those who participated a decidedly enjoyable and successful event.

The day was ideal for the run, which was from the electric garage at Central Park West and sixtieth street to the Swaney Club in Houserville, a distance of nineteen miles. The forty-two cars entered left the garage between 2:30 and 3 o'clock, being driven by their fair pilots over a previously outlined course to the Swaney Club, where they arrived safely between 4 and 4:30.

Only ladies were entered in the secret time contest, which consisted of an attempt on the part of the contestants to cover the course in, or as nearly as possible in, a previously determined secret time. The prize was won by Mrs. W. H. Jacobus.

## Oaklands in "Big Drive."

In connection with the absence of any freight cars for Michigan shipments the Oakland officials have found that the driving of cars over the roads to the secret

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**STANDARD OIL CO. OF N.Y.**

## DAVIS SIX SHOWS SPEED.

Shelton Drives It 87 Miles an Hour.

Roland E. Shelton, sales manager of the Rogers Motors Corporation at 1824 Broadway, put a Davis six cylinder seven passenger car through some interesting paces over the roads of Middlesex county in New Jersey last week. The Board of Freeholders wanted a car in which to chase speeding motorists who were violating the law, and Shelton sold them the Davis after the day's work. Four drivers were arrested and five others were cited to appear in court. Speaking of his exploit, Shelton said: "Some exciting times! They drew a gun on one fellow, on several stretches I drove the car at a rate of 64 miles an hour. One particular car, a 1914 Simplex, we chased about four miles at a rate of 67 miles per hour."



## Real Comfort for Seven

Canvass the world and you will not find as big a car as the Overland Six at anywhere near so low a price, \$1145.

You who prefer seven passenger capacity, must pay a heavy excess in price to get so much real seven passenger comfort in any other car.

And to back up its big roomy seven passenger carrying capacity there is the powerful six cylinder Overland motor.

Take your full quota of seven big passengers and see how smoothly and easily, without a sign of effort, your powerful motor speeds away with even an overload.

Slow down to a crawl—don't touch the gear shift—keep it in high—but just touch your accelerator.

Without a tremor, smoothly, easily, swiftly, you acquire any desired speed.

That's genuine six cylinder pick-up—a big outstanding Overland Six fact.

And it's that big fact about this big car that makes its price, \$1145, so small in comparison.

Overland four cylinder models will "pick up" with many another six.

Our only purpose in building a six at all is to supply with genuine Overland finality and economy that extremist demand for the luxury of bigness and lightning fast pickup.

Overland production—double that of any other builder of cars of like class—makes possible the unapproached value which you get in so big and exceptional a car at so low a price—\$1145.

Have the Overland dealer overload the six and demonstrate its comfort and lightning fast pickup.

You cannot equal it for anywhere near the price.

## C. T. SILVER MOTOR CO.

1760 BROADWAY AT 57TH ST. Tel. 700 Circle

BROOKLYN: Bedford Ave. & Prospect Pl. Tel. 8193 Prospect.

BRONX: 149th St. & 34th Ave. Tel. 9813 Melrose.

NEWARK: Broad & Commerce Bldg. Opp. Post Office. Tel. 6460 Market.

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."

## Demonstrating a New Kind of Automobile Utility



This is not the mechanism of the new and interesting Owen Magnetic car, but merely a photograph into which Thomas A. Edison is dictating while riding in the car that has the new transmission. The silence and absence of vibration in this car make it possible to operate the highly sensitive Edison phonograph while

the car is in motion. At Mr. Edison's side is R. M. Owen, who is responsible for the perfection of this wonderful development in the automobile industry. A well known editor says of the phonograph service: "I write this on my way to Hempstead from my office in New York. I have installed in my Owen Magnetic

car the Edison phonograph, resting on a cushioned box which I have devised. The car is going a little over thirty miles an hour on an average Long Island road. And I am able to utilize the time on the way home working, writing—a great saving and one that I believe will be of vast importance to business men."